

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Barton et al.  
Appl. No.: 10/713,333  
Conf. No.: 9875  
Filed: November 13, 2003  
Title: APPARATUS AND METHOD FOR PROVIDING POINT OF PURCHASE  
PRODUCTS  
Art Unit: 2876  
Examiner: K. Frech  
Docket No.: 112703-295

Mail Stop  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated October 2, 2006, please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.